INDEX TO VOLUME 20

Anzalone, Chris T. *See* White, Anzalone, and Barbour.

Appel, Valentine. *See* Weinstein, Appel, and Weinstein.

Arndt, Johan. *See* Simon and Arndt.

Axelrod, Joel N. *Advertising Wearout.* No. 5, pp. 13–18.
Review of studies on commercial wearout that tells what the industry knows about this problem and gives suggestions as to what should be done about it.

Barbour, Donald. *See* White, Anzalone, and Barbour.

Blankenship, A. B. *See* Rothenberg and Blankenship.

Bloom, Derek. *The Renaissance of Retail Auditing.* No. 3, pp. 9–17.
Report on technological advances at the supermarket checkout counter have changed the collection of data for retail auditing and on future implications of this new technology.

Brickman, Glen A. *Uses of Voice-Pitch Analysis.* No. 2, pp. 69–73.
Further validations of Brickman's VOPAN method of attitudinal measurement of consumers.

Burnett, John J., and Robert E. Wilkes. *Fear Appeals to Segments Only.* No. 5, pp. 21–24.
Report of a study using fear appeals to a well-defined target audience concludes that fear appeals are a viable advertising strategy for certain types of products and certain groups of customers for that product, provided there is close control over the level of fear.

Childers, Terry L. *See* Skinner and Childers.

Chiu, John S. Y. *See* Wheatley, Chiu, and Stevens.

Clancy, Kevin J. *See* Ostlund, Clancy, and Sapra.

Coe, Barbara J., and James MacLachlan. *How Major TV Advertisers Evaluate Commercials.* No. 6, pp. 51–54.
Presents a survey of the experience of 37 of the largest users of television advertising and what methods they use to evaluate their commercials.

Courtney, Alice E. *See* Whipple and Courtney.

Crask, Melvin R., and Fred D. Reynolds. *Print and Electronic Cultures?* No. 4, pp. 47–51.
Study indicates that differences exist between the exposure classes, but there is no conclusive evidence that the classes are completely separated or indications that they will become more alienated in their life styles.

Donohue, Thomas R., Lucy L. Henke, and William A. Donohue. *Do Kids Know What TV Commercials Intend?* No. 5, pp. 51–57.
Study employing a nonverbal measurement technique to assess three to six year olds' understanding of TV commercials finds that young children can discern the intent of commercials.

Donohue, William A. *See* Donohue, Henke, and Donohue.

Dyer, Robert F., and Terence A. Shimp. *Reactions to Legal Advertising.* No. 2, pp. 43–51.
Study shows that while consumers reacted favorably, most lawyers were opposed to legal advertising.

Gensch, Dennis, and Paul Shaman. *Predicting TV Ratings.* No. 4, pp. 85–92.
Reports on an application of time-series analysis predicting individual program ratings for a given day of the year through the use of a bench-mark methodology.

Grass, Robert C., Wallace H. Wallace, and Samuel Zuckerkandel. *Response Latency in Industrial Advertising Research.* No. 6, pp. 63–65.
Telephone survey using response latency found that respondents were more aware of du Pont brand products and felt they were of a higher quality than other competitive industrial brand products.

Green, Leila. *See* Schlinger and Green.

Henke, Lucy L. *See* Donohue, Henke, and Donohue.

Henry, Walter A. *See* Zielske and Henry.

Hirschman, Elizabeth C., and Michael K. Mills. *Sources Shoppers Use to Pick Stores.* No. 1, pp. 47–51.
Personal experience and newspaper advertising influenced shopping decisions much more than TV and radio advertising did, according to this study.

Hodock, Calvin L. *Copy Testing and Strategic Positioning.* No. 1, pp. 33–38.
Stresses the importance of recognizing the target prospect in copy testing and strategic positioning.

Holbrook, Morris B., and Donald R. Lehmann. *Form versus Content in Predicting Starch Scores.* No. 4, pp. 53–62.
Although the mechanical features of print ads play a large role in determining readership, message content also exerts a sizable effect.

Hornik, Jacob. *Media Substitutability.* No. 2, pp. 33–41.
Construction of a media decision model whose usefulness is in the vocabulary it creates, structure it provides, and indications for alternative media mixes.

Hornik, Jacob. *Quantitative Analysis of Visual Perception of Printed Advertisements.* No. 6, pp. 41–48.
Model based on perception theory is presented to introduce a cognitive approach to readers' ad preferences.

Houston, Franklin S. *Cumulative Effects of Advertising Privacy.* No. 5, pp. 43–48.
This analysis shows that with a short-term promotional program using broadcast advertising, a short but well-defined monotonic decay represents the advertising impact.

Hruschka, Harald. *See* Schweiger and Hruschka.

Katz, William A. *A Sliding Schedule of Advertising Weight.* No. 4, pp. 39–44.
Study suggests that greater impact can be generated by varying media intensity over the course of a campaign.

Kover, Arthur J., and Charles Little. *Crises in Copy Testing.* No. 4, pp. 65–71.
Explores the nature and frequency of crises in the research process and attempts to determine the effect crises have on the analysis and findings of a research project.

Krugman, Herbert E. *Point of View: Sustained Viewing of Television.* No. 3, pp. 65–68.
Discussion of left- and right-brain research relating back to the Appel, Weinstein, and Weinstein article in the August 1979 *JAR.*

Lehmann, Donald R. *See* Holbrook and Lehmann.

Little, Charles. *See* Kover and Little.

Loeb, Marshall. *America in the 1980s: Ten Major Changes.* No. 1, pp. 7–13.
Economics editor of *Time* foresees 10 major developments that will affect American lives economically, politically, and socially in the 1980s.

McBain, Michael L. *See* Pollman and McBain.

MacLachlan, James. *See* Coe and MacLachlan.

Martin, Charles H. *See* Russell and Martin.

Metwally, M. M. *Product Categories That Advertise Most.* No. 1, pp. 25–31.
Australian study found that product categories that advertise most tend to have few competing brands, use few other promotional means, and introduce new products frequently.

Metwally, M. M. *Sales Responses to Advertising of Eight Australian Products.* No. 5, pp. 59–64.
Paper develops and tests an advertising-sales ratio model with the conclusion that the stronger the brand consciousness, the higher the advertising-sales ratio.

Mills, Michael K. *See* Hirschman and Mills.

Motes, William H. *See* Woodside and Motes.

Nicolich, Mark J. *See* Roy and Nicolich.

OHerlihy, Callaghan. *Why Ad Experiments Fail.* No. 1, pp. 53–58.
Identifies four main reasons for ad test failures and establishes that ad experiments can be successful only if approached scientifically.

Ostheimer, Richard H. *Magazine Advertising during Recessions.* No. 6, pp. 11–16.
An analysis of magazine advertising and the five general recessions the United States has undergone since 1950 concludes that the amount spent on magazine advertising is related to the state of the economy.

Ostlund, Lyman E., Kevin J. Clancy, and Rakesh Sapra. *Inertia in Copy Testing.* No. 1, pp. 17–23.
Calls for an end to the vast amount of money being wasted by leading U.S. advertisers and agencies who are using unreliable and invalid copy-testing methods and proposes that a set of copy-testing standards be set.

Pollman, A. William, and Michael L. McBain. *Cost per Reader of Industrial Ads.* No. 3, pp. 51–54.
Study attempts to determine what effect size and color of industrial ads has upon the reader.

Reynolds, Fred D. *See* Crask and Reynolds.

Roslow, Peter, and Sydney Roslow. *How U.S. Latins Use Radio.* No. 3, pp. 19–22.
Study shows that U.S. Latins listen to the radio more than other sectors of the population do.

Roslow, Sydney. *See* Roslow and Roslow.

Rossiter, John R. *Point of View: Brain Hemisphere Activity.* No. 5, pp. 75–76.
Another reaction to the Weinstein, Appel, Weinstein articles on brain-hemisphere research in advertising.

Rothenberg, Marvin J., and A. B. Blankenship. *How to Survey Trading Areas.* No. 1, pp. 41–45.
Shows how data from an in-store survey can be combined with that from a survey of shoppers of competing stores in order to analyze differences between customers and noncustomers of the research store.

Roy, Robert A., and Mark J. Nicolich. *PLANNER: A Market-Positioning Model.* No. 2, pp. 61–66.
Discussion and application of a model designed to determine a communications/positioning strategy for a product, define its target market, and predict its market share.

Russell, J. Thomas, and Charles H. Martin. *How Ad Agencies View Research.* No. 2, pp. 27–31.
Survey of 116 ad agencies indicates that agencies want and need more syndicated research services in order to service their clients better.

Sapra, Rakesh. *See* Ostlund, Clancy, and Sapra.

Schlinger, Mary Jane, and Leila Green. *Art-Work Storyboards versus Finished Commercials.* No. 6, pp. 19–23.
Study found that finished commercials were favorable to storyboards while the ability of storyboards to predict commercial performance on the Viewer Response Profile varied.

Schmeling, David G., and C. Edward Wotring. *Making Anti-Drug Abuse Advertising Work.* No. 3, pp. 33–37.
Discussion of public-service announcement campaigns with particular emphasis on the design and research from a Florida drug-abuse campaign.

Schweiger, Günter C., and Harald Hruschka. *Analysis of Advertising Inquiries.* No. 5, pp. 37–39.
Study done on inquiries from ads placed in a German industrial magazine showed that the number of inquiries increased with the number of colors in the ad and decreased when the copy-picture ratio increased.

Shaman, Paul. *See* Gensch and Shaman.

Shimp, Terence A. *See* Dyer and Shimp.

Simon, Hermann, and Michael Thiel. *Hits and Flops among German Media Models.* No. 6, pp. 25–29.

Evaluation and ranking models were found to be popular among media planners in this German study.

Simon, Julian L., and Johan Arndt. *The Shape of the Advertising Response Function.* No. 4, pp. 11–28.
Review of over 100 studies concludes that there are not increasing returns to advertising.

Skinner, Steven J., and Terry L. Childers. *Respondent Identification in Mail Surveys.* No. 6, pp. 57–61.
Two mail surveys—one segmented and the other not—resulted in about 90 percent of respondents identifying themselves on the return envelope.

Stevens, Andrea C. *See* Wheatley, Chiu, and Stevens.

Tauber, Edward M. *Point of View: How to Get Advertising Strategy from Research.* No. 5, pp. 67–72.
One researcher's suggestions for advertising development and evaluation utilizing a four-step process.

Thiel, Michael. *See* Simon and Thiel.

Urban, Christine D. *Correlates of Magazine Readership.* No. 4, pp. 73–84.
Study, utilizing consumer-descriptive and behavioral-descriptive data, examines the factors that influence overall magazine readership levels within a sample of U.S. men and women.

Vaughn, Richard. *How Advertising Works: A Planning Model.* No. 5, pp. 27–33.
Reprint of a Foote, Cone & Belding report on a strategy-planning model which helps the account team organize the advertising objectives for a product and build a strategy that incorporates creative, media, and copy-testing projects.

Wallace, Wallace H. *See* Grass, Wallace, and Zuckerkandel.

Walton, Harold. *Ad Recognition and Prescribing by Physicians.* No. 3, pp. 39–48.
Study found a high correlation between physicians' exposure to medical advertising and their subsequent prescribing of medication.

Weinstein, Curt. *See* Weinstein, Appel, and Weinstein.

Weinstein, Sidney, Valentine Appel, and Curt Weinstein. *Brain-Activity Responses to Magazine and Television Advertising.* No. 3, pp. 57–63.
Follow-up study to the authors' article on left- and right-brain responses to advertising in the August 1979 *JAR.*

Wheatley, John J., John S. Y. Chiu, and Andrea C. Stevens. *Demographics to Predict Consumption.* No. 6, pp. 31–38.
This study suggests that target markets may be identified by means of available demographic information.

Whipple, Thomas W., and Alice E. Courtney. *How to Portray Women in TV Commercials.* No. 2, pp. 53–59.
Studies the influence of role depiction on evaluations of effectiveness *and* irritation of advertising, measuring both consumer and practitioner preferences.

White, Kenneth R., Chris T. Anzalone, and Donald Barbour. *The Effectiveness of Shopper Guides.* No. 2, pp. 17–24.
Study concludes that shoppers are an effective means of advertising, particularly for local merchants, and disproves four negative industry-held beliefs concerning them.

Wilkes, Robert E. *See* Burnett and Wilkes.

Winer, Russell S. *Analysis of Advertising Experiments.* No. 3, pp. 25–31.
Study focuses on the approaches or methods of analyzing ad experiments, concluding that the method used should be determined by what the results will be used for.

Winter, Frederick W. *Match Target Markets to Media Audiences.* No. 1, pp. 61–66.
Focuses on the methods by which target segments and media are matched and subsequently used and concludes that the most valid means of doing so involve simultaneous measurement and direct matching.

Woodside, Arch G., and William H. Motes. *Image versus Direct-Response Advertising.* No. 4, pp. 31–37.
Study indicates that there are no significant profile differences between direct-response and image-ad inquiries.

Wotring, C. Edward. *See* Schmeling and Wotring.

Zielske, Hubert A., and Walter A. Henry. *Remembering and Forgetting Television Ads.* No. 2, pp. 7–13.
Comparison of five different ways of scheduling 1,300 television rating points. Concludes that different ways of allocating the same number of television rating points over time will produce radically different patterns of recall.

Zuckerkandel, Samuel. *See* Grass, Wallace, and Zuckerkandel.

Editorials

Enough Is Enough. Charles Ramond. No. 2, p. 75.

Fearless Forecasts of 1981. Douglas Banik. No. 6, p. 71.

An Idea Whose Time Has Come . . . Many Times. Charles Ramond. No. 1, p. 71.

Science in Wonderland. Charles Ramond. No. 4, p. 95. (Reprint of first *JAR* editorial, Vol. 1, No. 1, September 1960.)

A Tall Order. Douglas Banik. No. 5, p. 79.

Toward Professionalism. Charles Ramond. No. 3, p. 71.